

<p><u>Council Members Present</u> J.J. Jaeger, Region I Frances Conklin, Region II John May, Region III Diane Newman, Region IV Bill Code, Region V Courtney Ferguson, Region VI Dick Anderson, Region VII Paul Norton, Member at-Large</p> <p><u>Council Members Absent</u> none</p> <p><u>Guests Present</u> Katherine Baker, Drake Cooper Donna Benfield, Yellowstone Teton Shannon Brooks Hamby, Teton Valley Anne Chambers, IRVCA Melissa Cleland, SWITA Katherine Coppock, Coeur d'Alene CC Debbie Dane, Southern Idaho Tourism Jame Davis, Post Falls Richard Dawskey, Idaho Outdoors Bill Drake, Drake Cooper Lisa Edens, Boise CVB Eileen Kain, Priest Lake CC Dave Kulis, Schweitzer Vicky Jo Lawson, IRTA Marie Lineham, NCITA</p>	<p><u>Staff Members Present</u> Jeff Sayer, Commerce Director Megan Ronk, Public Relations Karen Ballard, Tourism Administrator ReNea Nelson, Tourism Laurie Zuckerman, Tourism</p> <p><u>Guests Present</u> Mark Lowe, Pioneer County Travel Aaron Madison, Lake Coeur d'Alene Jim Manion, AAA of Idaho Sue Marcosta, Bold Buckle Shawn Mathews, NITA Ruth May, Boise, ID Kate McAlister, Greater Sandpoint CC Christine McNall, Owner Studio 12 Josh Mercaldo, Drake Cooper Sean Mirus, Schweitzer and Sandpoint Jeff Naylor, Teton Valley CC Stephanie Palagi, Visit Pocatello Bobbie Patterson, BCVB Michelle Peters, Hells Canyon CVB Tom Reinhardt, Lake Coeur d'Alene Moya Schatz Dolsby, SWITA Michael Sloan, NITA Michael Sullivan, ITA Jon Trumbull, Madden Media Clif Warren, Greater Sandpoint CC John Willrums, Silver Mountain</p>
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Tuesday 8 May 2012

Presentation handouts are available at <http://commerce.idaho.gov/business/idaho-travel-council.aspx>. Presentation audio is available through Laurie Zuckerman. Comments on the presentation are listed below.

Welcome and Introductions, Frances Conklin, ITC Chair, Audio File "ITC May 2012 (1) Tue Introduction"

Meeting called to order by Chair Frances Conklin. (0:00:00)

Members introduced themselves.

Approval of Minutes - Code motioned and Andersen seconded to approve March 2012 Minutes. Motion passed. (0:2:15)

Department of Commerce Update - Jeff Sayer, Commerce Director, Audio File "ITC May 2012 (2) Commerce Update.

Sayer updated the Idaho Travel Council on the Department of Commerce. Commerce has recalibrated focus. Commerce will run at the speed of business. Commerce's three priorities are:

1. To protect and retain current Idaho businesses,
2. To help existing businesses be grow, and
3. To attract new companies to the state.(01:00)

Commerce teams are canvassing the state to gather information. The legislature passed IGEM which will reside in Commerce. Summer projects include analysis of the states industries, their market strategies, and analysis of best practices. (02:00)

Sayer celebrates increasing revenues from hotel sales tax. He is happy with the change in state legislature for how the Idaho Travel Council functions, including council members will be able to serve additional terms after a break from serving two initial terms. (03:00)

Budget and Collections Update- Karen Ballard, Tourism Administrator, Audio File "ITC May 2012 (3) Budget"

Ballard recounted history of tourism growth which averaged 7%. This year's growth will exceed 2007 and may return to double digit growth. Ballard explained how each item in the budget is being spent. (00:00)

Ballard described the marketing budget including signature event promotion to increase heads-in-beds and help brand the state. Ballard explained how the Division helps with public relations and works in partnerships with others for public relations. (02:30)

Fulfillment (requests for Travel Guides) increased 61% which matches where Tourism fulfillment was in 2008 and 2009. Ballard believes ITC budgeted enough to provide travel guides given that some of the previous fulfillment services have been pulled in-house and there are only three months left in current fiscal year. (05:30)

ITC parked \$50,000 for online reservations. That won't be spent. Contingency or Marketing will use those funds. (07:00)

Tourism will appear to over spend on the Travel Guide. This is where the Fiscal Division is putting Affinity Amp that creates an online travel guide. She will cut back in other areas to balance this expenditure. (08:30)

Tourism has a new campaign with Pandora which will come from Online advertising. The bills are still coming in for winter. (09:00)

Ballard listed work that Tourism has done and will be doing in international markets including RMI, Round-up, Scandinavia and Canada. (11:00)

Ballard noted that Other Publications are on target. She is not sure if maps will need to be reprinted this year or next. Niche brochures might not be completely spent. Scenic byways won't need to be spent; national scenic by-way program might be cancelled. Surplus funds will go to advertising. (14:00)

May requested information on Foreign Office support. Sayer wants them to stay in the budget for now but stated that is in the top three items to discuss. (18:00)

Ballard explained that the total budget is \$3.2 million on statewide which is the 45%. Administrative (10%) is \$711,000 which is mostly payroll. Ballard explained differences between what Tourism Division is statutorily allowed to spend versus their spending authority. (21:00)

Budget Approval. May moved to approve the budget. Newman seconded. All approved. (23:30)

EMSI, Bill Drake, Audio File "ITC May 2012 (4) ESMI"

Drake summarized high points in *Report on the Economic Impact of Travel and Tourism in Idaho 2011*. The report applies national standards to Idaho. Drake highlighted gross sales (03:45), wages (05:15), jobs (07:00), and growth opportunity counties (08:00).

Those interested in this report may email Josh Mercaldo or download from the Commerce link at the beginning of these minutes.

Drake stated that this report can be used for metrics beyond tax collections. (12:00)

Ballard stated that this report can be given to local government and legislators to confirm and/or correct the figures. She believes that the figures are modest and wants feedback to give to ESMI. Conklin requested Ballard provide council with a process for local people to provide feedback and participate in dialogue. (14:00)

Drake clarified information on gasoline and "non-durable PCE commodities" which are personal consumable expenditures. These are personal items that have less than a three year cycle. (17:00)

Morning Grant Presentations, Audio file "ITC May 2012 (5) Grant Presentation Introductions" Each organization's audio presentation is available from Laurie Zuckerman.

- North Idaho Tourism Alliance, Mike Sloan
- Coeur d'Alene CVB, Katherine Coppock
- Post Falls Chamber of Commerce, Jame Davis
- Sandpoint Chamber of Commerce, Kate McAlister
- Southwest Travel Association, Moya Schatz
- Boise CVB, Bobbie Patterson
- North Central Idaho Travel Association, Marie Linehan
- Hells Canyon CVB, Michelle Peters

Ruf Strategic Solutions, Terry Berggren, Audio File "ITC May 2012 (lunch) Ruf Strategic Solutions"

Berggren's presentation is available online.

Ballard noted that results would be slightly skewed because many inquiries are driven from print articles. Ballard would be interested in knowing what articles generated inquiries from specific locations. Berggren agreed and suggested using these reports to target markets.

Agency Updates. Audio file "ITC May 2012 (6) Agency Updates

Mercaldo answered Conklin's request for information on research, Longwoods, and EMSI. Drake Cooper will continue research. It will include research on Canadian travel. (00:00)

Ballard explained that Longwoods does not have capability to research international travel and elaborated on difficulties getting international travel research. Due to Travel Promotion Act, ITC should be able to get data about US-International Travel market in the future. (02:00)

May asked Mercaldo about My Idaho campaign. The campaign is in first four weeks. Results have been very good, especially Pandora and Fixed Fusion. Mercaldo gave some metric results. Ballard backed this with current google analytics. (06:00 and 13:45)

At Conklin's request, Mercaldo explained what Pandora is and how Tourism will be advertising on it. Ballard played Tourism advertisement from Pandora. (09:30)

Mercaldo discussed FSI (insertions), FSI coops and FSI partnerships. (12:30)

At May's request, Mercaldo explained how Affinity App works, grid space, and interactive advertising content being linked to Travel Guide. (15:30)

Afternoon Grant Presentations, each organization's audio presentation are available from Laurie Zuckerman.

- Moscow Chamber of Commerce, Gina Taruscio
- McCall Chamber of Commerce, Rick Certano
- Gold Buckle Champions, Sue Marostica
- Southern Idaho Tourism, Debbie Dane
- Pioneer Country Travel, Mark Lowe
- Yellowstone Teton Territory, Donna Benfield
- Snake River Territory CVB, Robb Chiles
- Teton Valley Chamber of Commerce, Shannon Hamby
- Sun Valley Film Festival, Sabina Plasse
- Sun Valley Marketing Alliance, Arlene Schieven
- Idaho Bed and Breakfast Association, Shar Scott
- Idaho Outfitters and Guides Association, Grant Simonds
- Idaho RV Campground Association, Anne Chambers
- Idaho Ski Areas Association, Tom Stebbins
- Michael Sullivan, Idaho Tourism Alliance, was unable to attend.

Other Business and Chairperson Updates, Frances Conklin, Audio File "ITC Mar 2012 (7) Other Business and Chairperson Updates"

Next meeting is at Teton Springs Resort. Members can arrive Wednesday 1 August evening. The meeting runs all day Thursday 2 August and half day Friday 3 August. Zuckerman is working with Jeff Naylor on meals, potential tours, and, for those who arrive early, potential golf game.

The October meeting will be in or near Stanley arriving Monday 1 October arrival, meeting Tuesday 2 October, and half day Wednesday 3 October. The Council prefers two night stays.

Motion. It was moved (May) and seconded (Code) that ITC meeting adjourn. Motion passed.
(04:00)